



Alcohol and Tobacco Control State of Louisiana

ATC AND LSP LAUNCH ANTI-DRINKING AND DRIVING CAMPAIGN FOR UPCOMING PROM SEASON

March 31, 2015

Baton Rouge, LA – The Louisiana Office of Alcohol and Tobacco Control (ATC) and Louisiana State Police (LSP) have launched an anti-drinking and driving campaign targeting teens throughout the state for the upcoming high school prom season. ATC Commissioner Troy Hebert and Louisiana State Police Colonel Mike Edmonson have created a PSA to bring awareness to the grave consequences of alcohol consumption by teenagers.

"We would like to thank the media outlets for partnering with ATC and LSP to spread this valuable message and to promote the safety of our youths by airing the PSA on their networks and in theaters," said Hebert.

The following stations and theaters will air the PSA from March 23, 2015 - May 10, 2015:

TV Stations:

- KLAX TV/ABC 31 & MeTV, KBCA-CW/KBCA.D2, KALB TV – Alexandria, LA
- TV BATON ROUGE, TIGER TV, WBRZ TV, WLFT TV, WAFB TV - Baton Rouge, LA
- DELTA MEDIA CORPORATION/KLWB/KXKW – Carencro, LA
- HTV10 TV – Houma, LA
- KATC/KATC-CW – Lafayette, LA
- KNOE/KAQY TV– Monroe, LA
- KWBJ TV - Morgan City, LA
- FOX8 TV, WGNO/WNOL TV, WWL TV- New Orleans, LA
- KDCG TV – Opelousas, LA
- KTBS TV, KSLA TV – Shreveport, LA
- KTVE/KARD/NBC10 NEWS TV - West Monroe, LA

Movie Theaters:

- AMC THEATERS
- CINEMARK HOLDINGS, INC
- REGAL ENTERTAINMENT
- SOUTHERN THEATERS

Please view the copy of the PSA attached.

For more information, please contact:

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